



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/29 thru 01/04.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 29, 2006

NATIONAL SUMMARY

	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate 1/	80.0% of 17,000 outlets	85.1% of 17,000 outlets	86.8% of 16,700 outlets
Special Rate 2/	7.4%	7.5%	18.0%
Activity Index 3/	35,000	36,940	42,810

	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
--	--------	---------	--------	---------	--------	---------

WHOLE BIRD:

bagged fryer	770	0.86	1,330	0.90	1,280	0.87
cut-up fryer	300	1.38	210	1.57	810	1.14
bagged roaster	2,550	1.19	7,110	1.09	3,310	1.05
cornish hen	1,160	1.93	2,220	1.86	1,650	1.53

DELICATESSEN:

Whole Rotisserie:

< 2 lbs.	1,380	4.99	4,280	5.84	2,450	5.47
2.1-3.0 lbs.	480	7.06	300	7.41	570	7.45

8-pc Chicken

	2,940	5.63	2,330	6.20	2,820	5.36
--	-------	------	-------	------	-------	------

PARTS:

Bnls/Sknls Breast

regular pack	5,560	2.78	5,600	2.98	5,430	2.82
value pack	2,330	2.14	2,480	2.50	1,840	1.87
thin sliced	700	4.50	970	4.23	1,490	3.56

Breast Tenders

regular pack	1,400	2.90	1,750	3.33	1,460	3.75
value pack	50	3.79			110	1.79

Split, bn-in Breast

regular pack	3,290	1.48	1,000	1.42	2,940	1.53
value pack	870	1.06	180	1.15	480	0.96

Whole Wings

	2,190	1.50	210	1.53	1,490	1.43
--	-------	------	-----	------	-------	------

Leg Quarters

	2,230	0.71	1,020	0.59	2,210	0.68
--	-------	------	-------	------	-------	------

Legs

	10	1.19			800	1.10
--	----	------	--	--	-----	------

Thighs

regular pack	1,730	1.14	1,440	1.23	1,470	1.07
value pack	1,520	0.99	820	0.99	4,610	0.97

Drumsticks

regular pack	1,730	1.15	1,440	1.23	1,260	1.09
value pack	1,520	0.99	820	0.99	3,820	1.00

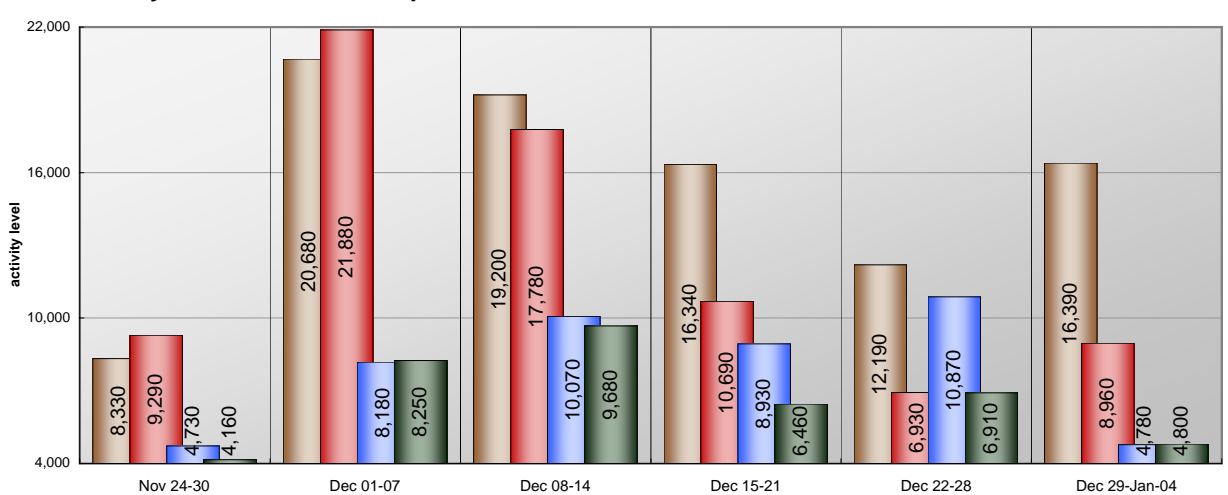
Bnls/Sknls Thighs

regular pack	200	2.22	1,390	2.19	250	2.27
value pack	20	1.99				

9 pc Combos

drum-thigh-breast			40	1.29	260	1.26
drum-thigh-wing	70	0.99				

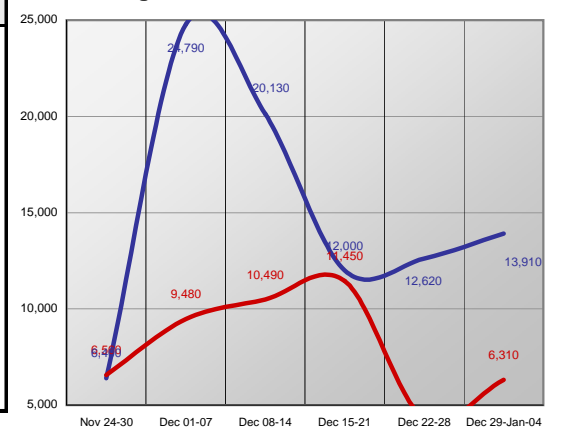
Activity Index: 6 Week Comparison



Chicken Featuring - 12/29 thru 01/04

Summary figures are lower compared to both last week and a year ago in all categories. Whole birds are on feature in lower numbers than the past week. Deli's offer fried instead of whole rotisserie chickens, reversing a trend that started several weeks ago. Boneless white meat holds in the volume of offerings, but drops sharply in price. Split breast move up in availability accompanied with a rise in pricing. Wings hold at near unchanged money from the past week while rising sharply on offerings. Leg quarters, drums, and thighs return at mixed levels. Organic and specialty items rise slightly in offerings. Other meat items, as well as seafood are actively seeking consumers attention. Next weeks ads should increase the level of engagement between competitors.

Parts: Regular vs. Value Pack



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/29 thru 01/04.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 29, 2006

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/	89.5% of 3,900 sampled outlets				54.0% of 4,700 sampled outlets				95.1% of 2,800 sampled outlets			
Special Rate 2/	11.4% of stores w/ no-price promotions				2.2% of stores w/ no-price promotions				9.1% of stores w/ no-price promotions			
Activity Index 3/	Activity Index = 11,570				Activity Index = 5,930				Activity Index = 5,840			
WHOLE BIRD:	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
			4/				4/				4/	
bagged fryer	0.49 - 1.29		380	0.88	0.69		20	0.69	0.79 - 1.29		180	1.10
cut-up fryer	0.98 - 1.39		130	1.35					0.98		30	0.98
bagged roaster	0.88 - 1.99		1,860	1.17	0.99 - 1.19		150	1.06	0.99 - 1.19		230	1.19
cornish hen	1.39 - 2.18		480	1.67	1.99		10	1.99	1.09 - 2.18		70	1.65
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.	3.99 - 5.99	each	470	4.94	3.99 - 4.99	each	220	4.96	4.50 - 4.99	each	440	4.83
2.1-3.0 lbs.	6.99 - 7.88	each	420	7.33	4.99	each	50	4.99	5.99	each	10	5.99
8-pc Chicken	4.99 - 5.99	each	480	5.59	3.99 - 5.99	each	1,170	5.27	4.99 - 7.99	each	850	6.34
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.79 - 2.79	1.69 - 3.99	940	2.55	1.77 - 1.99	1.79 - 1.99	580	1.93	1.77 - 3.19	1.69 - 3.99	1,340	2.38
value pack	2.99	1.79 - 3.29	830	2.26	2.99		70	2.99	1.99 - 2.79	1.77	240	2.29
thin sliced	3.49 - 4.99	2.99	220	4.90					2.99		150	2.99
Breast Tenders												
regular pack		1.39 - 3.79	190	3.03		1.79	120	1.79	2.99	1.79 - 1.99	250	2.13
value pack		3.79	50	3.79								
Split, bn-in Breast												
regular pack	0.99 - 1.99	0.99 - 1.99	1,440	1.48	0.99 - 1.99	0.98 - 1.19	720	1.75	1.18 - 1.99	0.99 - 1.19	330	1.24
value pack	1.29	1.19	110	1.25	0.97	1.19	510	0.99		1.19	20	1.19
Whole Wings	1.49 - 1.79	1.19 - 1.69	950	1.67	0.99 - 1.49	0.99 - 1.99	610	1.20	0.99 - 1.69	1.09 - 1.69	340	1.50
Leg Quarters	0.47 - 0.69	0.48	250	0.49		0.29 - 0.59	550	0.55	0.59	0.49 - 0.99	510	0.63
Legs		1.19	10	1.19								
Thighs												
regular pack	1.39 - 1.49	0.98 - 1.19	580	1.25	0.99 - 1.49	0.99	450	1.04		0.99	30	0.99
value pack	1.39	0.99	530	1.07		0.99	120	0.99	0.88	0.89 - 0.99	350	0.93
Drumsticks												
regular pack	1.49 - 1.59	0.98 - 1.19	580	1.29	0.99 - 1.49		450	1.04	0.99	0.99	30	0.99
value pack	1.39	0.99	530	1.07		0.99	120	0.99	0.88	0.89 - 0.99	350	0.93
Bnls/Sknls Thighs												
regular pack	2.09	1.98 - 1.99	140	1.99	2.09		10	2.09	2.09		20	2.09
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing									0.99		70	0.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 4



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/29 thru 01/04.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 29, 2006

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	84.3% of 2,700 sampled outlets 7.7% of stores w/ no-price promotions Activity Index = 4,370				89.1% of 1,900 sampled outlets 12.8% of stores w/ no-price promotions Activity Index = 4,280				95.7% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,010			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer									0.59 - 0.88		190	0.61
cut-up fryer	1.49		10	1.49	1.49		130	1.49				
bagged roaster					1.39		310	1.39				
cornish hen	1.81 - 1.99		270	1.85	1.69 - 2.49		330	2.45				
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.	4.99 - 5.99	each	30	5.58	4.99	each	20	4.99	4.99 - 5.99	each	200	5.39
2.1-3.0 lbs.												
8-pc Chicken	4.98 - 6.99	each	380	5.29	5.99	each	10	5.99	4.99	each	50	4.99
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.87 - 2.99	1.99	850	2.18	2.49 - 4.99	1.88 - 2.99	1,200	4.30	2.49 - 4.99	1.88 - 2.99	650	2.66
value pack	1.99	1.99	10	1.99	2.99	1.77 - 1.99	580	2.48		1.29 - 3.99	600	1.48
thin sliced	2.99		10	2.99	4.99		320	4.99				
Breast Tenders												
regular pack		1.99 - 2.99	290	2.27	4.99		320	4.99		1.99 - 4.49	230	2.12
value pack												
Split, bn-in Breast												
regular pack	0.99 - 1.99	0.97 - 1.49	650	1.30					1.69 - 1.99	1.49	150	1.56
value pack	0.97 - 1.49	1.00	210	1.14		0.99	20	0.99				
Whole Wings	0.99 - 1.69		240	1.64		1.08 - 1.69	10	1.52		1.08 - 1.19	40	1.17
Leg Quarters	0.29 - 0.99	0.49 - 0.99	440	0.83		0.99	250	0.99		0.59 - 0.99	230	0.97
Legs												
Thighs												
regular pack	0.99 - 1.29	0.89	330	1.07	1.19	0.79 - 1.08	40	0.98	1.49	0.69 - 1.19	300	1.19
value pack	0.88	0.89 - 0.99	160	0.92	0.99	0.89	350	0.98		0.89	10	0.89
Drumsticks												
regular pack	0.99 - 1.29	0.89	330	1.07	1.19	0.79 - 1.08	40	0.98	1.49	0.69 - 1.19	300	1.19
value pack	0.88	0.89 - 0.99	160	0.92	0.99	0.89	350	0.98		0.89	10	0.89
Bnls/Sknls Thighs												
regular pack									4.99	1.98	30	3.38
value pack										1.99	20	1.99
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/poultry/pymn.htm>



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/29 thru 01/04.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 29, 2006

	NATIONAL SUMMARY							
	SPECIALTY				USDA ORGANIC			
	THIS WEEK		LAST WEEK		THIS WEEK		LAST WEEK	
Feature Rate 1/	8.4% of 17,400 outlets		9.2% of 17,400 outlets		1.3% of 17,400 outlets		0.3% of 17,400 outlets	
Activity Index 3/	2,020		1,900		280		140	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	920	1.59	560	1.39	50	2.56	50	2.71
Bnls/Sknls Breast	480	4.13	370	3.79	160	5.55		
Breast Tenders	160	4.99	220	4.78	--	--	--	--
Split, bn-in Breast	90	2.79	400	2.44	30	3.99		
Whole Wings	20	2.99					30	2.49
Leg Quarters	50	1.28			--	--	--	--
Legs			10	0.99				
Thighs	150	1.68	170	1.49	20	3.98	30	2.49
Drumsticks	150	1.68	170	1.49	20	3.98	30	2.49

Percentage of Stores Featuring Specialty/Organic Product versus Regular Product/5

Period	Specialty (%)	Organic (%)
Nov 24-30	17.3%	0.0%
Dec 01-07	6.1%	1.1%
Dec 08-14	11.3%	1.1%
Dec 15-21	11.2%	0.4%
Dec 22-28	10.5%	0.9%
Dec 29-Jan-04	8.0%	1.3%

5/5: percentage = total store count for Specialty items divided by total store count for the same set of regular items.

	NORTHEAST				SOUTHEAST				MIDWEST				SOUTH CENTRAL				SOUTHWEST				NORTHWEST			
	Specialty				Specialty				Specialty				Specialty				Specialty				Specialty			
Feature Rate 1/	22.2% of 3,900 sampled outlets				2.0% of 4,800 sampled outlets				14.9% of 2,800 sampled outlets				2.1% of 2,800 sampled outlets				0.2% of 2,000 sampled outlets				2.9% of 1,000 sampled outlets			
Activity Index 3/	Activity Index = 1,220				Activity Index = 60				Activity Index = 470				Activity Index = 70				Activity Index = 30				Activity Index = 170			
	price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg	
Whole Fryer	0.89 - 1.99	500	1.53		1.69	10	1.69		0.99 - 1.99	350	1.76		0.99 - 1.19	50	1.14		0.99	10	0.99					
Bnls/Sknls Breast	2.99 - 5.99	280	3.83		3.99 - 4.99	50	4.08		3.99 - 4.99	120	4.94		2.99 - 3.99	10	3.35		2.99 - 4.99	10	2.99		4.99	10	4.99	
Breast Tenders	4.99	160	4.99																					
Split, bn-in Breast	2.79	90	2.79																					
Whole Wings													2.99	10	2.99		2.99	10	2.99					
Leg Quarters	1.28	50	1.28																					
Legs																					1.69	80	1.69	
Thighs	1.59 - 1.69	70	1.67																		1.69	80	1.69	
Drumsticks	1.59 - 1.69	70	1.67																					

	USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic			
Feature Rate 1/	0.0% of 3,900 sampled outlets				3.0% of 4,800 sampled outlets				0.0% of 2,800 sampled outlets				1.1% of 2,800 sampled outlets				0.5% of 2,000 sampled outlets				3.9% of 1,000 sampled outlets			
Activity Index 3/	Activity Index = 220				Activity Index = 0				Activity Index = 0				Activity Index = 0				Activity Index = 0				Activity Index = 60			
	price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg		price range	stores	wtd avg	
Whole Fryer	2.49 - 2.59	30	2.53																		2.49 - 2.99	20	2.62	
Bnls/Sknls Breast	5.49 - 6.49	160	5.55																					
Split, bn-in Breast	3.99	30	3.99																					
Whole Wings																								
Legs																								
Thighs																					3.98	20	3.98	
Drumsticks																					3.98	20	3.98	

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.